



ADVERTISING & PRODUCTIONS

January 19, 2000

Commissioner Furchtgott-Roth,  
Federal Communications Commission  
The Portals  
455 Twelfth Street S.W.  
Washington, DC 20554

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

SUNSHINE PERIOD

Dear Commissioner Furchtgott-Roth:

Good morning. I really don't know if this will do any good what-so-ever, but as a last ditch effort I am writing you in regard to your vote tomorrow morning on LPFM. I am sure you have been deluged with every form of communication known to man in regards to this matter and this letter is in complete support of the FCC voting in FAVOR of adopting LPFM as a new service to the American people.

Being in the broadcast industry for all of my life, and watching over the last 5 years as the giant broadcast conglomerates all but stole my dream of ever getting into an ownership position, you can only imagine the excitement I felt when last year at this time it looked as though the FCC was very serious about making LPFM a reality.

I have followed this very closely over the last year and invested a lot of time and effort into making this dream a reality. Only to be totally BLOWN AWAY by everyone's impression that the service will be passed tomorrow, but only in a NON-COMMERCIAL status! YOU'VE GOT TO BE KIDDING!! The only way LPFM can survive is by the selling of commercials. This can finally give small businesses the chance to advertise where they couldn't before. As I said earlier, I work in the broadcast/advertising industry and I know this is a very real problem for small business. They could truly benefit from the adoption of a COMMERCIAL LPFM service.

I for the life of me can not figure out what possible reasoning could go into the decision of not allowing the sale of commercials on LPFM radio stations. This seems logical to me, the only way the LPFM service could grow. I can surly see how for some a Non-Commercial service would be just fine. (Churches, schools, special interest groups, musicians) But what about the small business people out there that see this as a wonderful opportunity at lowering the entry level of ownership in the broadcasting industry. A small "Mom & Pop" type station in their local home town. For me, (and many others) this would be a dream come true!

Tomorrow, when it comes time to vote, keep the vast majority of LPFM dream holders in mind.. Lets make this thing "Doable" Lets give it the chance at survival it deserves. Lets give American small business the opportunity it deserves. Lets give the applicants a choice by making it both COMMERCIAL as well as Non-Commercial!

Respectfully,

Gary Shriver

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